



Dear School

The success of the school communicator is dependant on 2 things. Firstly how many parents install the communicator and secondly how regularly you add new content.

We have seen from experience that the best way to get your parents installed is by:

1. Making the children aware-install the communicator on school computers and also all teachers computers
2. Informing the parents at School Parent-Teacher gatherings. Get them together.
3. Handing out EVERY disc and not doing it in phases.
4. Sending an email and hard copy letter out explaining the communicator. It is vital that you give parents a certain date after which you will no longer be sending emails and only send messages through the communicator. You need to make this your primary form of communication-this is critical!!

Using the Communicator

1. Make sure you have multiple contributors (the people who add information)-get a lot of your staff using the communicator and sending news to their specific channel/audience.
2. Keep news bite sized and fresh. Adding smaller pieces more regularly is better than general newsletters not specific to groups of people.

Engaging with parents regularly is an essential part of running your school and the communicator is the most effective tool to ensure this happens.